

Report on Recruitment and Selection Process of Graphicpeople | SoftwarePeople Limited.

**Submitted to
Mr. Showvonick Datta
Lecturer
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**Prepared by
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LETTER OF TRANSMITTAL

Date: 6 October 2013

To
Mr. Showvonick Datta
Lecturer
BRAC University
66, Mohakhali
Dhaka-1212

Subject: Submission of Internship final report.

Dear Sir,

This is my great pleasure to submit the report of my organization, one of the reputed IT Company ‘GraphicPeople Limited’ as a part of the Talent Management Department largely on requirement process. The title of the report is “Recruitment and Selection Process of Graphicpeople|SoftwarePeople Limited”.

I have put my best effort to make this report a successful one. It has been joyful and enlightening experience for me to work in the organization and prepare this report. However this has been obviously a great source of learning for me.

I would like to express my sincere gratitude to you for your kind guidance and suggestions in preparing the report. It would my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if you have any query on this report or any other relevant matters.

Thanking you in anticipation.

Yours Sincerely,

Mahfoja Najneen
ID: 11164009

ACKNOWLEDGEMENT

At the beginning I would like to convey my sincere appreciation to the almighty Allah for giving me the strength and the ability to finish the task within the planned time. Then I like to express my sincere gratitude to everyone who contributed towards preparing and making this report successfully.

First of all I would like to express my Sincere and immense gratitude to my internship supervisor **Mr. Showvonick Datta**, Lecturer of BRAC Business School, BRAC University. I am deeply indebted to him whole hearted supervision to me during the Internship Period. His valuable suggestion and guideline helped a lot to prepare the report in a well organized manner.

I would like to give specially thanks to **Mr. Imtiaz Ilahi**(Managing Director); **Ms. Ayesha Bari** (Coordinator, Talent Management);**Mr. Rashed Habibullah** (Director, Finance & Admin));**Mr. Sahariar Hannan**(Director, Digital Production); **Mr. Md. Masudur Rahman Siddiqui** (Director, Print Production) and many other people. They also provided me with some reading materials and sessions which helped me a lot in understanding the concepts.

I am also grateful to the other officials who helped my while preparing the study by giving their suggestions, assistance and supply of information, which were valuable to me. Their helping hand support me a lot to complete my report successfully.

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Executive summary

As part of my MBA program, I'm working on the internship report on well-known IT Company named "Graphicpeople|Softwarepeople Ltd". During my tenure I have gained valuable knowledge and experience in the field of Human Resource. So based on my learning and experience from the organization I have completed my internship report on the recruitment and selection activities of "Graphicpeople|Softwarepeople Ltd". In this paper I have tried to focus and analyze the recruitment and selection process of "Graphicpeople|Softwarepeople Limited" and what kind of value added services they are providing to their employees. In the report I have discussed what kind of activities I have done describes in details. The services include recruitment and selection, Performance appraisal, training and development and daily operations.

In GP|SP joining process is very strict and confidential. In case of training I have tried to explain the different area of recruitment and selection. These are: Current situation of recruitment, how to advertise and attract candidates, succession planning etc.

In recommendations I have mentioned how the company can improve and also give some suggestions. In this report the problems, scope, limitations and various analyses are also done.

In this report I have also tried to analyze the benefits of these services as well as my learning from the organization. From my personal view the learning aspect was fruitful and the experience there will help me in the future. I have learnt many aspects of HR, working with different sections of the company. Mainly working with recruitment and selection section of the company was a great learning opportunity.

CHAPTER-1

Introduction of Report

1.0 Introduction

1.1 Origin of the Report

The report is originated to make a study on the Talent Management department largely on 'Recruitment and Selection Process' of Graphicpeople|Softwarepeople Limited as a part of the fulfillment of internship program required for the completion of MBA program of BRAC University.

The preparation of the report was supervised by Mr. Showvonick Datta, Lecturer, BRAC Business School, BRAC University and the author is thankful to his for assigning this project.

1.2 Objectives of the Report

The main objective of this report is to learn about Human Resources Management practices and policies of Graphicpeople|Softwarepeople.

Special objectives are:

1. To know Human Resources Planning practices of Graphicpeople|SoftwarePeople.
2. To learn about recruiting and selecting procedure of Graphicpeople|SoftwarePeople.
3. To identify training and development methods applied in the organization.
4. To know performance management practices and compensation practices in the organization.
5. To have a clear view about what is actually happening in the area of Human Resource Management of the company.

Every organization is operated by Human beings. And as a service sector acquiring their services, developing their skills, motivating them to high levels of performance, and ensuring that they continue to maintain their commitment to achieve organizational objectives. So it is important for us as potential business executives to gather information about the prevailing scenario of Human Resource Management. In this report, we are more concerned about what is happening other than what ought to happen in the Talent Management/Personnel department in Graphicpeople|Softwarepeople.

Another objective of this report is to have some practical experience on how the communication is done in the business world and develop our communication skill.

1.3 Scope of the study

I'm a full time employee of Graphicpeople|SoftwarePeople, working as an Executive-Talent Acquisition, and very closely working with the whole Human Resource department. The report has the scope to cover different aspects of Human Resource Management, which include Human Resource Planning, recruitment and selection procedures, selection devices, job analysis, job design, training and development, and salary and compensation administration. We discuss only one organization throughout this report, that is, Graphicpeople|SoftwarePeople Ltd.

1.4 Methodology

The following methodology was followed throughout the study .The study is based on both primary as well as secondary data.

Primary Source

- Careful observation of various activities of related section of HR department.
- Discussions with the officials of other Departments.

Secondary Source

- Company Annual Reports.
- Online information.
- E-Mail & conference with Global HR Personnel
- Other relevant materials.

1.5 Limitations

Graphicpeople|SoftwarePeople maintains a very good and friendly environment for all employees then also I had few constraints to prepare the report. This report mainly encompasses the Recruitment and Selection Process of Graphicpeople|SoftwarePeople. The report is based on my observation and studies within my tenure in the company. Attempts are made to minimize these biases and prepare a credible report. Constraints during preparing of the report are as follows:

Short of time:

I have to do huge routine work as I'm working in HR Department with almost 300 employees. I had to prepare this report besides my regular job.

Difficulties in balancing:

After completing office responsibility I had to concentrate on the report. It is quite difficult to maintain the balance of work.

Policy of confidentiality:

As Graphicpeople|SoftwarePeople has some policies of confidentiality I've prepared my report maintaining those.

CHAPTER-2

Organizational Overview

2.0 The Organization

2.1 Introduction

If you look at where AdPeople is today, it is hard to imagine that the foundation were laid back in 1999, Ronnie Job, a former Oracle Corp. employee in San Francisco decided to return to Denmark and build his own advertising agency with a difference. In the year 2000 Wilbroe, Duckert and Partners together with ADPEOPLE formed the 'PEOPLE GROUP'. Within next few years it grew from a 4 man company to 200 employees. PEOPLE GROUP has grown strength to strength building up a fully functional interdisciplinary agency offering clients 360 degree marketing and advertising services. In 2008 WPP acquired ADPEOPLE from the PEOPLE GROUP to form ENFATICO a full service agency to service Dell.

Ms. Geeteara Safiya Choudhury, the founder was a journalist with '*Bangladesh Observer*' (then East Pakistan Observer) and '*She*' magazine. After the Independence War, she joined a leading advertising agency of that time and quickly acquired immense recognition for her work. Almost immediately on 4th of July 1974 she had set up ADCOMM with only **six** people. After **30** years of dominance, it is now one of the biggest advertising agencies in the Bangladesh market with over **10** companies, **400** minds and a group turnover of **600** million BDT. Today, the major market players are ADCOMM's clients such as, Unilever, Social Marketing Company, Johnson & Johnson, City Group, Akij and Agora. As part of global recognition, since mid-**1990s** it has been a member of Lowe Worldwide- one of the largest advertising groups in the world.

ADPEOPLE and ADCOMM together formed a joint venture and established GraphicPeople in 2004 and SoftwarePeople in 2006.

2.2 Board members:



Ms. Geeteara Safiya Choudhury

Chairman

Directors:



Mr. Adam Foulsham
(AdPeople)



Mr. Nazim Farhan Choudhury
(Adcomm)



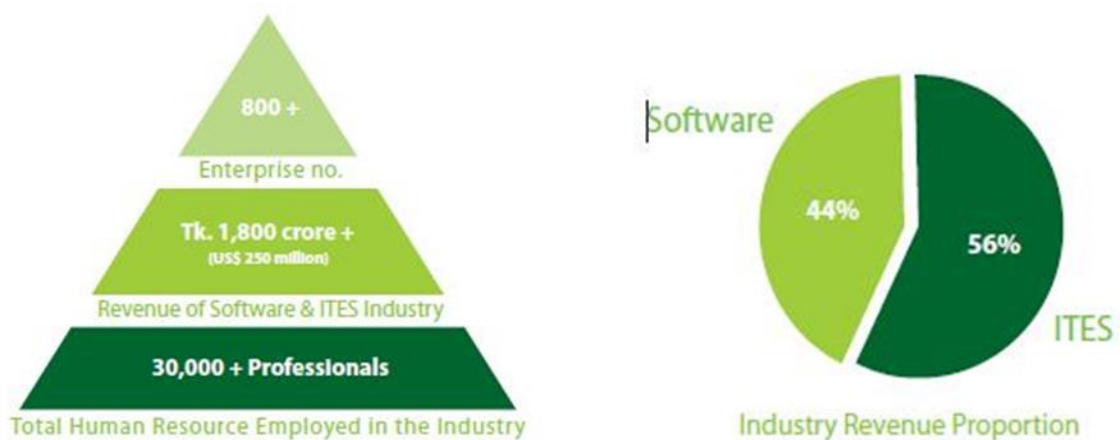
Mr. Ronnie Job
(AdPeople)

2.3 Industry Review

Software and IT service industry in Bangladesh has crossed a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the main stream. Not only the industry is contributing significantly in the national income, but also it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country. The presence of high number of young entrepreneurs is one of the distinctive features of this industry. In last decade many tech savvy young graduates, some of them returning from abroad after finishing education, have started their IT ventures. Despite various local and global challenges, these young spirited entrepreneurs have done remarkably well in building sustainable business organizations through their hard work and passion. Surely, the enthusiasm and resilience of the young entrepreneurs are the main driving force of Bangladesh IT industry. At present the ICT sector can be classified into four areas:

- Hardware
- Software solution
- Network solution
- IT enabled services

According to BASIS survey, there are over 800 registered software and ITES (IT Enabled Service) companies in Bangladesh. There are another few hundred of unregistered small and home-based software and IT ventures doing business for both local and international markets.



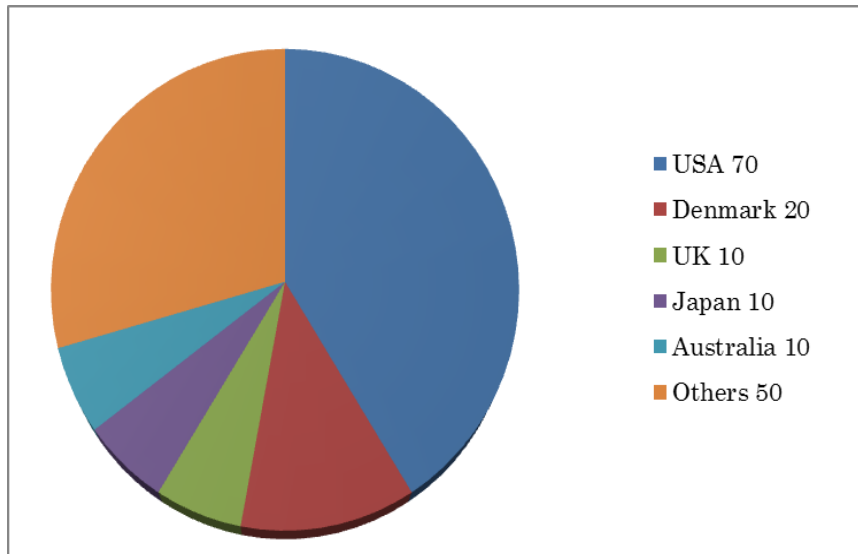
The total industry size is estimated to be around Tk. 1,800 crore (US\$ 250 million). Approximately 30,000 professionals, majority IT and other graduates, are employed in the industry. Though, compared to other traditional mainstream industry, the contribution for overall employment creation is not significantly high, but if considered in terms of creating high quality employment (average monthly compensation over Tk. 15,000 per month), software and IT service industry is surely one of the top graduate employment sectors in the country.

SOFTWARE EXPORT GROWTH		
FISCAL YEAR	MILLION/DOLLAR	GROWTH %
2011-2012 (July-April)	56.57	54
2010-2011	45.31	27.25
2009-2010	35.36	7.44
2008-2009	32.91	32.59
2007-2008	24.82	-4.83
2006-2007	26.08	-3.44
2005-2006	27.01	136.10
2004-2005	11.44	–

SOURCE: BASIS

BASIS recently carried out a survey on three hundred of its member companies. Analysis has been done on business nature, business volume and size of companies. Over 70% of the companies (please see chart 2 next page) are found to be involved in development and maintenance of software for their clients. A number of those are simultaneously engaged in providing different IT enabled services for their clients as well. In total, almost half of the surveyed companies are involved in providing range of IT enabled services (data/form processing, graphic/web design, content management etc.)

Software export has achieved the highest growth in recent years. More than 100 software and IT service companies are exporting their services to around 30 countries in the world. Bangladesh companies export software and services to USA, Japan, Europe, Australia and East Asia. About 30 companies have been setup as joint venture or as ODC (Offshore Development Centre) with 100 percent foreign investment.



No of companies Export SW in Respective countries

One of the most encouraging recent trends in the industry is that, leveraging on recent positive changes like larger Internet user-base, better connectivity as well as introduction of new payment methods (online payment – through credit card and mobile payment), a good number of companies (around 45%; some dedicatedly and some along with their core software or IT service business) are focusing or diversifying on different web based services that include specialized portals, listing services, e-Commerce, e-Learning, payment intermediary services etc. A number of these ventures have done quite well in terms of popularity as well as financial viability.

2.3 Organizations History

History of GraphicPeople

In the beginning of **2003** AdPeople started to look for offshore Desktop Publishing resources to cope with increased client demand and raising production cost. After a thorough investigation of the possibilities of building up a Graphical studio in Eastern Europe and Asia, it was decided to build up a Joint Venture with Adcomm in Bangladesh.

GraphicPeople was setup in as Desk Top Publishing Studio to enhance AdPeople's print production support to Dell. Today with more than 250 employees, GraphicPeople specializes in delivering flexible solutions to clients requiring high volume and complex, multi lingual adaptation of both offline and online production. GraphicPeople plays a crucial role in the success of multinational companies by being a cost efficient production hub, by ensuring brand consistency across markets and increased efficiency.

History of SoftwarePeople

Back in 2005 SoftwarePeople was a PeopleGroup company providing Marketing Operation Management Solutions (MOM) to large corporation across European markets. With an increase of extensive software development requests from the clients it needed to expand in order to meet the growing market demands. As a direct result of the success of establishing GraphicPeople, SoftwarePeople (BD) was established in **2005** by Adpeople and Adcomm ltd.

Currently SoftwarePeople is working together with AdPeople and it technology partners to provide Marketing Operation Management (MOM) software solutions to global clients.

2.4 Vision

GP|SPs vision is to be one of the worlds most advanced production facilities in prepress, desk top publishing and web development in the advertising & marketing arena. Our goal is to achieve supreme quality in our techniques of work because we believe it is the key to earn our clients' enthusiasm through continuous improvement driven by the honor, goodwill, teamwork and innovation of GP|SP people.

2.5 Mission

- ☒ Service
- ☒ Quality
- ☒ Innovation
- ☒ Partnership

This is the very heart of the matter in our way of thinking as well as the way we are working. "The early bird catches the big worm..."

Our Company's foundation is built on our Values, which distinguish us and guide our actions. We believe in simplicity to acquire optimum efficiency; we are inspiration enthusiasts who open new windows of ideas and opportunities for one another. Above all, our respect for clients, colleagues and culture underpin everything we do.

2.6 Values

- ☒ Simplify
Simple ideas, simple executions, simple reporting, - We believe "Less is more"
- ☒ Inspire
Take initiatives! Bring in new ideas! Do things differently! Take action!
- ☒ Respect
Your culture, colleagues, customers, families and your selves

2.7 Clients

Our mission is to provide effective prepress - have the ability to invent new ideas, successfully see them through, and provide consistency in every way, in an intelligent

and effective manner. Our goal is to stabilize GraphicPeople by serving large complex customers with complex needs concerning preprocess works. In other words, customers who are dealing with:

- Multiple languages
- Multiple source and elements
- Multiple product lines
- Multi media
- Multi market / market shares
- Multiple disciplines

LIST OF CLIENTS:

Global/Regional full service agency partners & clients:



- ☒ AdPeople
 - Dell Computer
 - Flugger/AS
 - Citi Bank
 - Saxo bank
- ☒ Wunderman
 - Microsoft
 - Nokia
- ☒ Hogarth
 - HSBC
 - HP
 - HTC
 - Colgate
 - Verizon
 - Hills
- ☒ Trustpilot

2.8 Product and service offering

Graphic people has two different departments for production,

- ☒ Online/Digital Deliverables
- ☒ Offline/Print Deliverables

It is a leading state of the art studio located in Dhaka providing offshore print & digital production services to international clients. With dedicated and hard working professionals, GraphicPeople specializes in delivering flexible solutions to clients requiring high volume and complex, multi lingual adaptation of both offline and online production. GraphicPeople plays a crucial role in the success of multinational companies by being a cost efficient production hub, by ensuring brand consistency across markets and increased efficiency.

Currently it's providing our clients with the following print and digital solutions:

Digital

- Localization & Adaptation
- E-mail & Banner productions
- Flash based design & development
- Website design & development
- SEO

Print

- Catalogues
- Packaging
- Advertisements
- Magazines
- Manuals

Support Services

- Image Manipulation
- Document Preparation
- Quality Assurance & Testing
- Project Management

featured work -



Dell CDN Printer Microsite



Hillspet - Small and Miniature



Dell Ultrabook Flash Banner



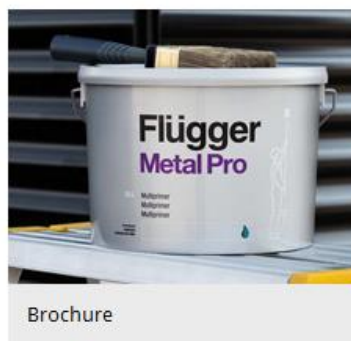
Colgate Optic White Microsite



Catalogue FC



Nokia Lumia Emulator



Brochure



Direct Mailer



Newspaper Ad

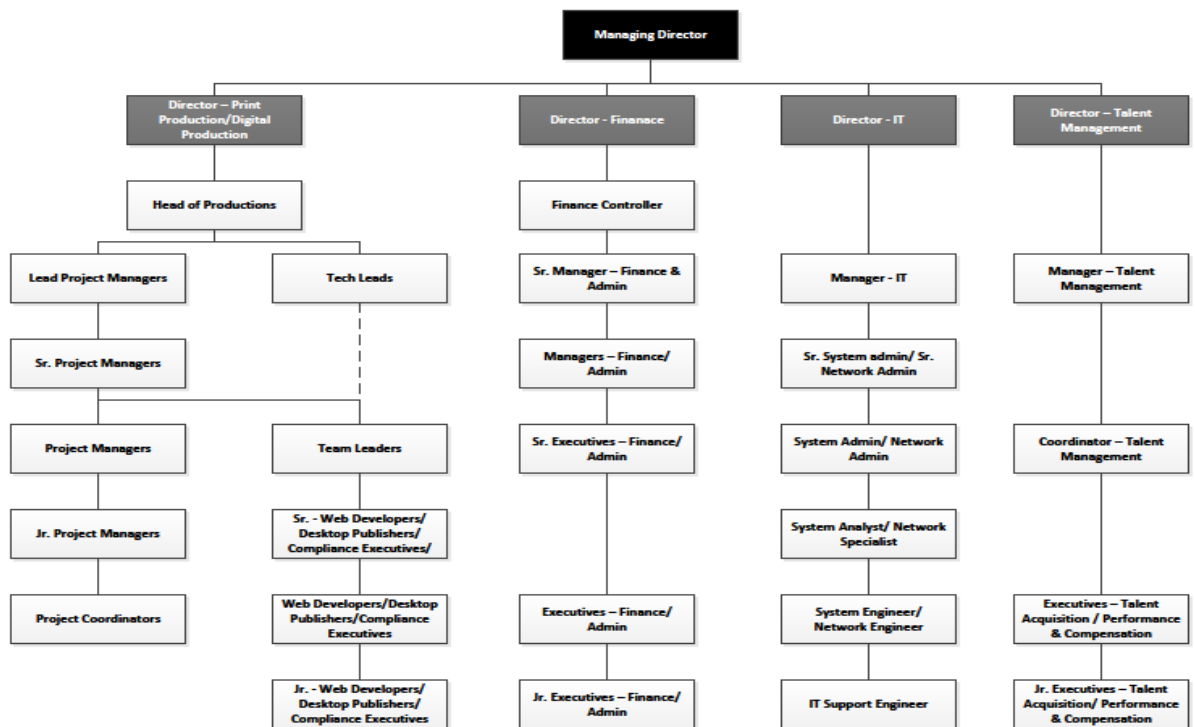
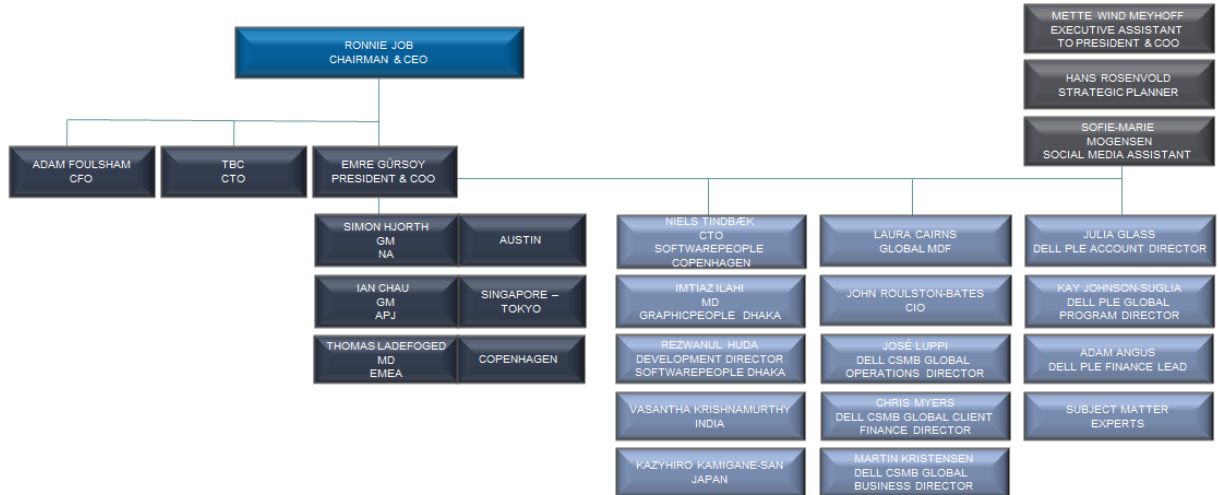


SoftwarePeople

SoftwarePeople builds marketing resource management (MRM) product. Being part of an international advertising agency, it sells product to the clients of the agency. Currently taking necessary steps to broaden scope and started selling directly to global corporations with complex marketing requirements. SoftwarePeople has been creating software for the marketing domain since 2000 and employ 40 people in Bangladesh. It works with international clients and has representative in Copenhagen, Miami, Austin, and New York. SoftwarePeople is part of AdPeople Worldwide (www.adpeople.com) and the world's largest communication group WPP (www.wpp.com).

Company structure and organogram:

Global Agency Management Structure



CHAPTER-3

My Current Roles in Recruitment and Selection

3.0 Recruitment and Selection

3.1 Roles and Responsibilities

First day my colleague and teammate Ms. Ayesha Bari introduced me with other people with whom I will do my work. Also she told me about the main works that I should start or take responsibility-

3.2 Recruitment Sources

An effective recruitment always starts with the correct selection of sources of human resources. A recruited employee who has not the right skill cannot perform effectively. As a result the overall performance level is sure to deteriorate which has significant effect on the company performance. Therefore, Graphicpeople|Softwarepeople has been on continuous search of effective recruitment sources.

Internal Sources

It is Graphicpeople|Softwarepeople's policy to give preference to appoint internal candidates, provided that the employee is suitably qualified for the vacant or new position and also meets the existing and future requirements. Appointments may be made by the way of promotion, up gradation or transfer with the approval of the authority. As a usual procedure, job vacancies in the company will be advertised through internal notices to the concerned offices.

External Sources

Whenever job vacancies are required to be circulated outside, the main objective will be to attract a pool of candidates to apply from which qualified candidates for job vacancies can be chosen. Here are a number of external sources that is used by the company:

- ✓ Different job sites(bdjobs, Prothomalo jobs)
- ✓ Different groups in social media(Linked in, Face book)
- ✓ University's notice boards
- ✓ Company website

3.3 Roles and responsibilities in recruitment & selection:

➤ Preparing job description for the vacant position:

When any new project/requirement comes from clients the Managing Director and Directors of the departments provide me the total number of positions including roles and accordingly discussing with the directors I made a job description for the positions and made a plan to fulfill the requirement in the mentioned time frame and depending on the plan decide a deadline for application and post that in various sites like bdjobs, prothomalo jobs, linked

in etc. and depending on situation and requirement also post the job advertisement in different university's notice board as well.

➤ **Shouting CV according to the job specification given on circular:**

When GraphicPeople posts a Circular in job sites then interested candidates submit their CV through E-mail or respective service providers. Then at first I organize the CVs which candidates submitted. Then create a shortlist according to the job responsibility discussing with Directors of that particular department. Candidates can apply through www.bdjjobs.com, www.prothomalojobs.com or from GraphicPeople's web site <http://www.graphicpeople.net/career> or directly can send CVs as attachment in our e-mail address, gp.jobs@enfatico.com/sp.jobs@enfatico.com.

➤ **Preparing a call list to call the candidates for first round interviews:**

I made a list of candidates including phone numbers for first round interviews and coordinating with the respective Director/Senior Project Managers in their convenient time of the day made a schedule by calling over phone with listed applicants for first round interviews. First round assessment form has included at the end of the report.

➤ **Making candidate interview summary after first round interviews:**

I also make Candidates interview Summary where I input candidate's response or performance in the interview for future reference. Since a candidate also can apply in the next circular or we also may call him/her if we required future vacancy or requirement.

➤ **Sort out candidates for second round interviews:**

After first round interviews I collect all the first round CVs and discussing with the interviewer and expectation of the candidate and notice period in candidate's current organization find out candidates for second round interviews with respective directors and made another schedule with Director of the department and in this session we give emphasis on technical skills. For Print Production department candidates have to attend a practical skill assessment exam in this round of interview.

➤ **Arranging final round of interview and deal out appointment letters as well as personal files:**

Managing Director and Department Directors took part in the final round interviews. After negotiation and depending on the company structure Managing Director offers a salary and determines a date of joining if the candidate agreed with the offer I provide the appointment letter to the

candidates. And another handout mentioning the requirements that we need to prepare his/her personal files and referrer's information to check his back ground. Collecting all the required papers according to the organization policy organize a file for each of the employee before the joining including reply of referrer about candidates.

➤ **Back ground checks:**

After collecting the information of his referrer through mail I do start reference check of the selected candidates. First I send mails to the mentioned referrers and if don't get reply on time I called them directly over phone and made a phone call reference check. If I get candidates background alright I go forward for the next step.

➤ **Spreading the new joiners information to other departments:**

After final round interviews if candidate decide to join I have to provide the information to Finance, IT and the relevant department to prepare infrastructure and credentials to provide the new joiners.

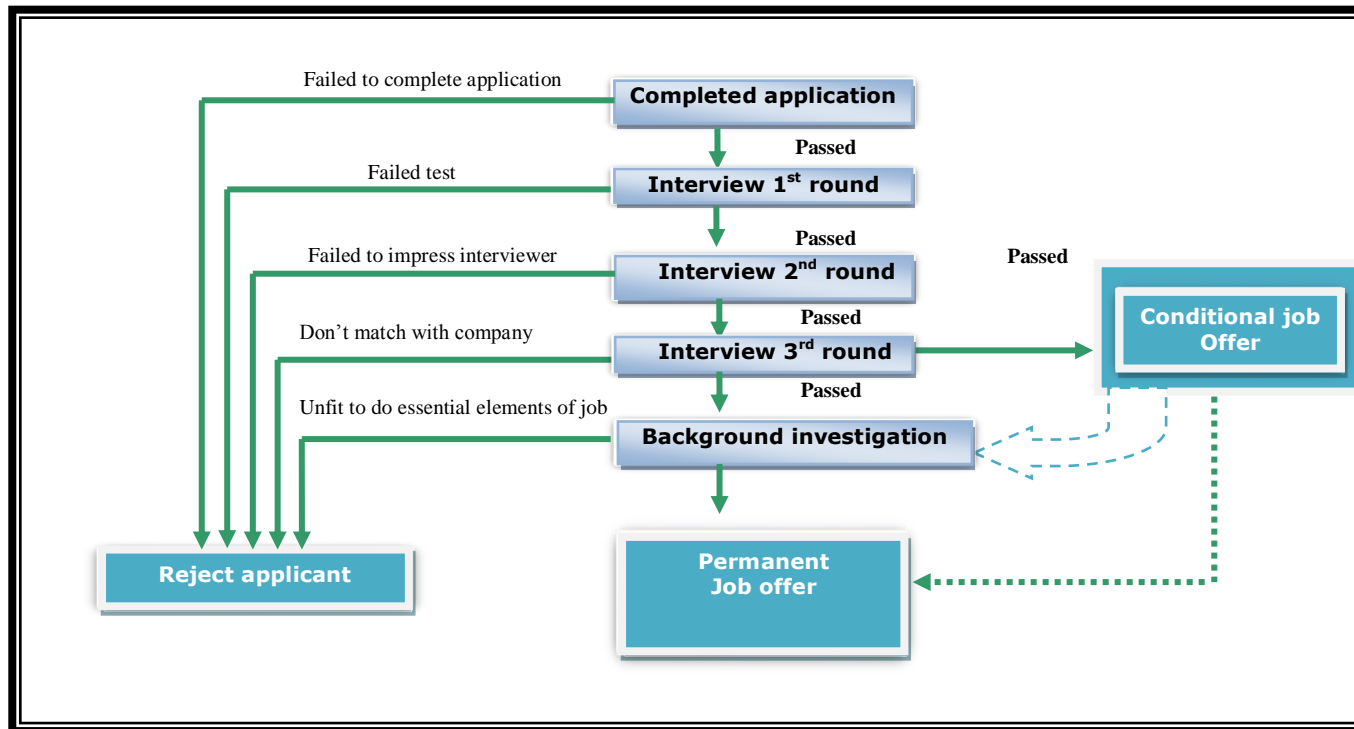
➤ **Assigning a buddy for the new joiners and arranging orientation program:**

Each and every organization has a different culture and we as well. And Graphicpeople|Softwarepeople is having almost 300 employees currently which is very difficult for anybody to know everything at a glance so we assign an old employee as a buddy of the new comer to let him/her familiar to this new environment of the organization.

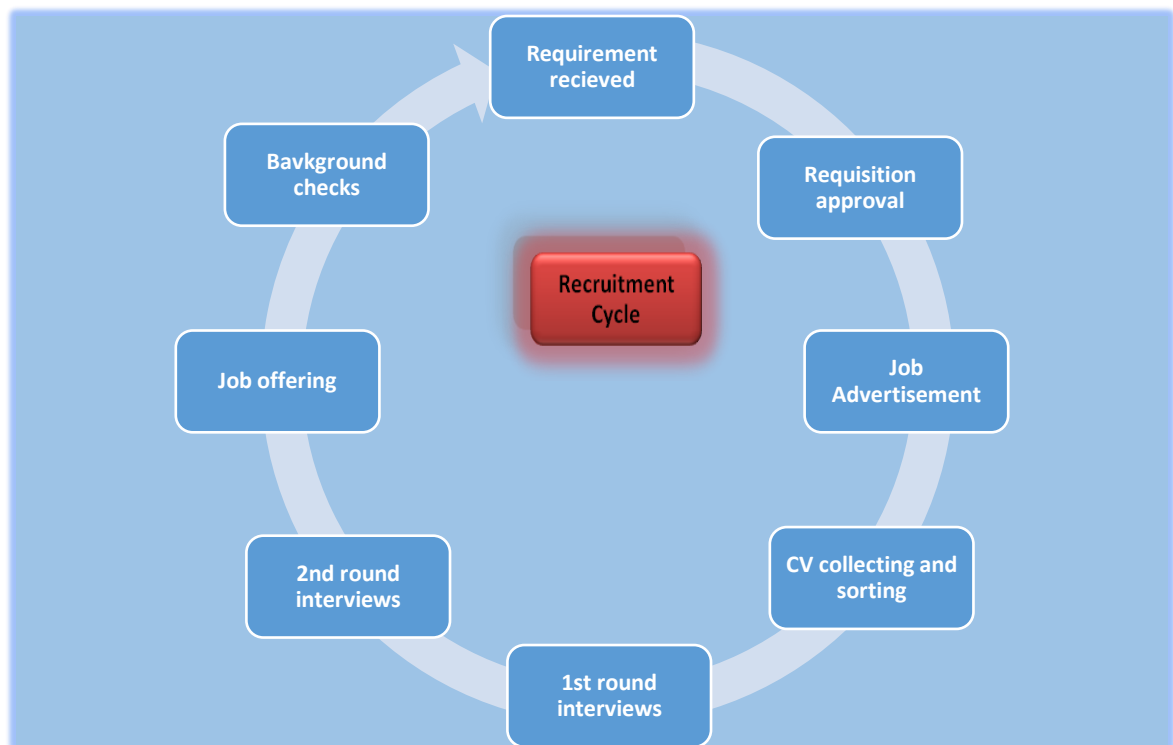
3.4 Current Selection Procedure

Graphicpeople follows comprehensive and extensive selection procedures in search for the most ideal and competent professionals. The testing methods are effectively designed in order to accurately evaluate the required competence and skill for particular jobs.

Graphicpeople procedures for selection involve the following steps:



Current Recruitment cycle:



3.5 Evaluating criteria

➤ Educational Qualification

GraphicPeople is an Offshore Solution Centre providing Digital & web contents, Software Development and Pre Press services to international brands so all the candidates should have meet some criteria, like candidates must have to complete Bachelor/Master's degree in relevant discipline, verbal and written communication skills must etc. In the first shortlist need to check whether the candidates have the required educational qualification or not.

➤ Relevant job experience and required skills

The candidate may have the irrelevant job experiences and skills that are not considered during short listing. Graphicpeople follows a standard set rule of short listing of candidates. The candidates having the relevant job experience are enlisted in the short list.

➤ Administering tests and interview

After short listing of prospective candidates, appropriate employment tests such as oral tests, practical tests or any other tests as deemed fit are arranged to assess candidates' suitability for the position. Through the test selected psychological factors such as intelligence, aptitude, temperament and attitude of the candidates are measured and observed.

3.6 Other Works

Also I did other works of the Talent Management Department as currently we are only two people working for the whole organization. My responsibility includes Performance appraisal, training and development, payroll management, motivation and other daily operational works.

I really enjoy my work and I'm learning a lot of new skills and I feel I have practice speaking to people and increased my confidence in asking for help. The people were very friendly and made me feel comfortable straight way. Graphicpeople is a flat organization and having equal employment opportunity which motivates me work for the company.

3.7 Observation

It's a great pleasure to work in an organization like Graphicpeople. It is an excellent organization in comparison with other company's activities or production and also in comparison to other industry of its kind. It has a very good work place and lot of scope for learning about HR activities. I believe the entire experience is very insightful and I'm learning a lot in each and every moment of my work but its needed to be updated with time and requirement of the company or size of the company.

CHAPTER-4

Recommendations & Conclusion

4.0 Major Findings

- For 300 people only 2 people working in HR Department which is very difficult to control the resources.
- The Graphicpeople pursued decentralized recruitment policies which is time consuming. That is recruitment decisions are not come from the Human Resource Division.
- Graphicpeople maintain Human Resource Information System (HRIS) for their employees.
- There is fair and equal treatment in different categories of the jobs in organization. Male and female employees are treated equally in Graphicpeople. There is no gender discrimination.
- There is no proper guideline in Graphicpeople regarding the recruitment budget.
- There is little effort of HR division for continuous development in recruitment process. The world is changing and recruitment process as well. They are using the same methods and strategies for long time.
- Usually, the selection is a time consuming procedure. All the processes go through the decentralized decision making process that takes more time to complete the whole selection process.
- The applicants send their resumes through e-mail or other sites. These resumes are then sorted for particular competencies. These sorted and varied resumes are then entered in the database to weed out any probable entry mistakes. The whole process takes considerable length of time as the number of applicants often reaches staggering number.
- The persons who are selected in the process are only contacted.
- When selection took place, Graphicpeople loses more qualified candidate because within this time most of the candidates joined in another organizations.
-

4.2 Recommendations for Recruitment & Selection:

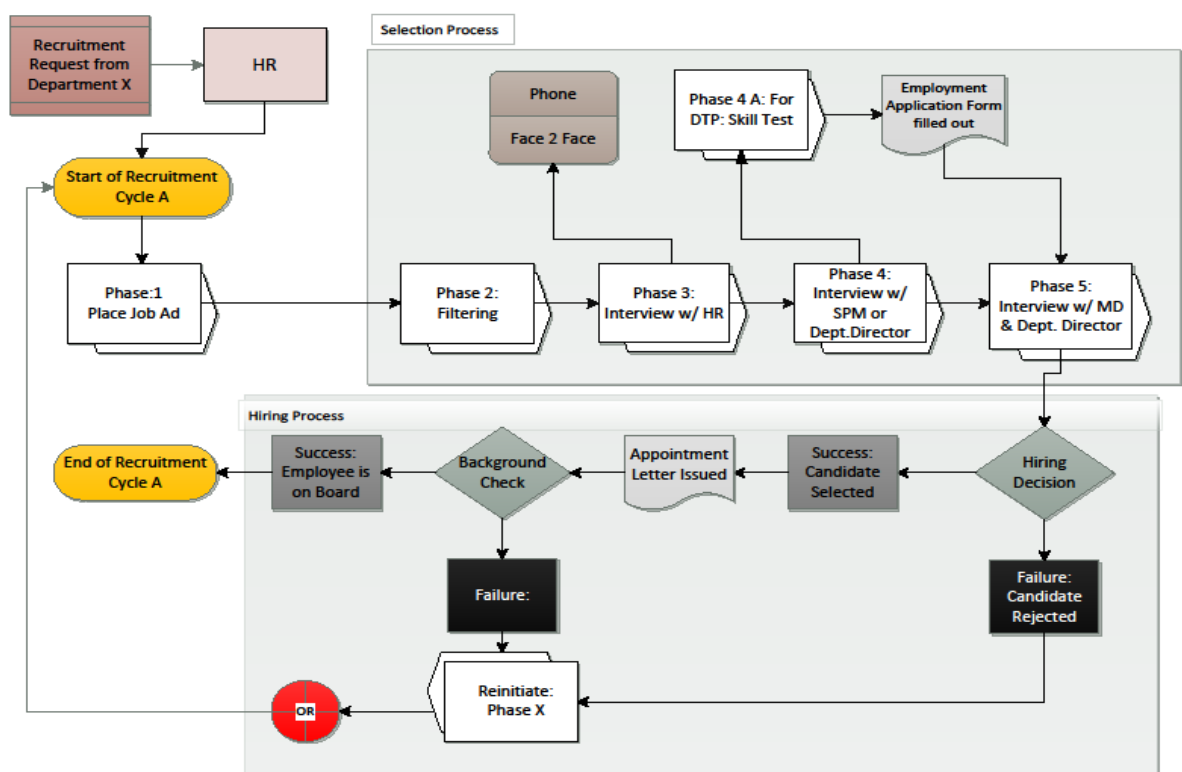
Last two years I worked in many ways to create my job easier and effective. First 8-10 months I just followed my another team member and tried to cope up with those but after that I started changing small things there and then started changing whole Recruitment and Selection process as I had to recruit a large number of people at the same time within the deadline as well. The agency gives us only two months' time to start a new team which consists of 15-25 people. It industry is very small yet in Bangladesh and it's very difficult to find out skilled people in this short time. Then studying on many large and success organization's case I tried to change the process. And from last one year I started a new recruitment and selection flow depending on the flow chart attached at the end and I succeeded to meets the company expectation to me. Still I'm observing the whole process where I have to change and how I'll able the make the process easier and effective as well.

As there were three interview session and Managers are busy in different production tasks, I was very time consuming for the whole process and attending the first round interview I found I can eliminate some of the candidates over phone conversations which has proven as an effective way eliminate few candidates. And then I rearranged the process as follows:

Based on objectives, findings and analysis I have been developed some recommendations. It would be valuable for the HR to follow these:

- The Human Resource identification should be done by HR department rather than divisional Head. It will facilitate the proper control of HR on different Branches and it will be possible to procure the actual number of employees.
- Participation of HR in interviews can make HR more skilled and selection process can also be more effective. Working with previous system for 1 year I found few problems in recruitment and currently I'm trying to change the whole process to make the recruitment more effective than before and I've developed al flow chat for the whole process where I'll include a phone call interview to reduce the cycle and it may help the managers to give much time in production and it also may the advantages of quick decision making, elimination of duplication, limitation of time, low cost and efforts. Flow of recruitment can be as follows:
- IT industry is still a growing up industry in Bangladesh and people are also not very skilled in that case organization can take step to train some trainees for future recruitment purpose.

- The CVs of applicants should be sorted on the basis of degree or skill as early as possible which will save valuable time to internal CV sourcing.
- An online application form submission process can be developed to reduce the time of CV sorting.
- An online database of all employees should be developed so that every employee has individual online profile account and it can be accessed at a time by more than one employee.
- For some valuable positions, selection decisions can be made centrally to avoid time.
- Reference should not be used as selection criteria because there is a chance to select a wrong person. Appointment letter should be issued after completion of reference check.
- For future the success of the firm depends on evolving innovative ways and resolving solutions to human resource problems.



4.3 Conclusion

Bangladesh's software exports in the first 10 months of fiscal 2011-12 stood at \$56.7 million, a 54 percent rise from the same period of the previous fiscal year. Going by the trend, Bangladesh Association of Software and Information Services (BASIS), the country's IT trade body, expects the exports of IT and IT-enabled services (ITES) to more than \$100 million-mark for fiscal 2012-13 since more Software Business houses soliciting order from outside. Hence it is expected that within a decade Software and ITES will form a predominant part of our economy. And organization like Graphicpeople|Softwarepeople is one of the best kinds of company in the IT industry of Bangladesh. It has around 300 employees. The efficient handling of these Human Resources can carry it up to more success.

In a personnel function recruitment and selection is a major Human Resource function designed to attract, obtain and retain the qualified workforce to meet the future organizational needs. Through efficient handling of this practice the organization can successfully continue its operation. The analysis of the report shows some positive practices and negative practices which are need to improve to lead the recruitment and selection process successful. If Graphicpeople considers this analysis, this will really help to improve its condition.

References:

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GraphicPeople|SoftwarePeople Candidate Assessment Form- Interview 1

Date:	Interview Type: Phone / F2F INT	Assessed by HR : _____ / _____
Candidate Background	Interview History with GP SP	Employment Record

	Previously interviewed? (Yes / No)	Date/Position	Current Company	Current Position	Total no. of experience in related field of applied position?
					<input type="checkbox"/> 0-1 <input type="checkbox"/> 1.1- 2 <input type="checkbox"/> 2.1- 3 <input type="checkbox"/> 3.1- 5 <input type="checkbox"/> 5.1- 7 <input type="checkbox"/> Above 7

Employee Fit Analysis	Have you previously worked in night/early morning shifts	Have you previously worked with region-specific holidays	Planning to study/go abroad in 2-3 years?	Willingness in front-end/back-end development?	Willingness to work in night/early shift? (F2F INT)	Willingness to work with region-specific holidays? (F2F INT)
Yes						
No						
Maybe						

Aptitude	Very satisfactory (4)	Satisfactory (3)	Mediocre (2)	Poor (1)	Remarks
Applicable Work Skills					
Skill A					
Skill B					
Skill C					
Skill D					
Skill E					
Fluency in English					
Education in related field					
Response Time					
Enthusiasm					
Ability to explain					

Final Decision	Current Salary (F2F INT)	Expected Salary (F2F INT)	Notice Period	Suitable for Next Round? (Yes / No)	Position (Same or other)	Future Prospect (Yes / No)	Position (Same or other)
Interview Level 1							

Interview Assessment(Phase 4)

Name of Candidate: _____

Position: _____

Date: _____

Duration of Interview: _____

	Good	Middle	Bad	Remarks
Education				
Experience				
Why This Job?				
English Skill				
Communication				
Technical Skill				
Confidence				
Ability to work under stress				
Energy Level				
Commitment				
Personality				
Maturity				
Future plans				
Family				
Spare Time				
Strengths/ Weakness				
Western Culture				

Salary now _____

Expected Salary _____

Notice Period _____

Overall Summary of the Candidate _____ Rejected

_____ Shortlist

_____ Appointed

